



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/15 thru 06/21

(prices in dollars per carton)

Fri. Jun 15, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		25.0% of 17,000 stores				38.6% of 17,000 stores							
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			400	1.25	60	1.20	920	1.06	200	1.00	110	0.97
	White 18 pack	150	1.99	80	1.99			370	2.39			110	1.49
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			490	0.88	120	1.19	970	0.93	20	0.89	600	0.95
	White 18 pack			640	1.67			180	2.31			620	1.12
	Brown 12 pack												
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			260	2.99			1,750	2.62			870	2.83
	OMEGA-3												
	White 12 pack	200	2.50	300	2.55	10	2.00	1,340	2.18			670	2.18
	Brown 12 pack	120	2.50	980	2.36			370	2.28			110	3.00
	CAGE-FREE												
	White 12 pack			130	1.99			20	2.79			130	2.34
	Brown 12 pack			740	2.81	20	1.99	1,690	2.08			1,070	2.27

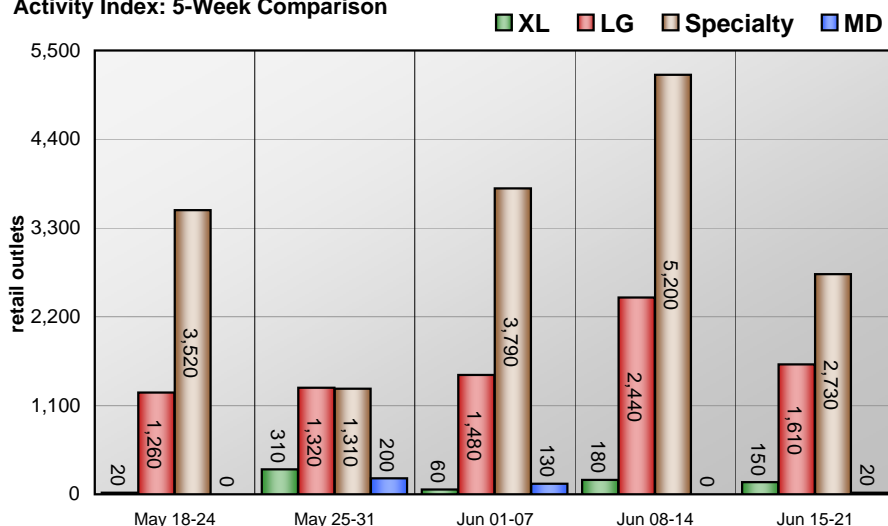
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,760	2,620	1,660	Large Eggs on Jun-11-2007
Specialty	2,730	5,200	2,850	
Total (includes MD)	4,510	7,820	5,070	373.4
Special Rate 4/:	2.3%	11.0%	10.3%	down 11%

5/: 1,000's of 30-doz cases

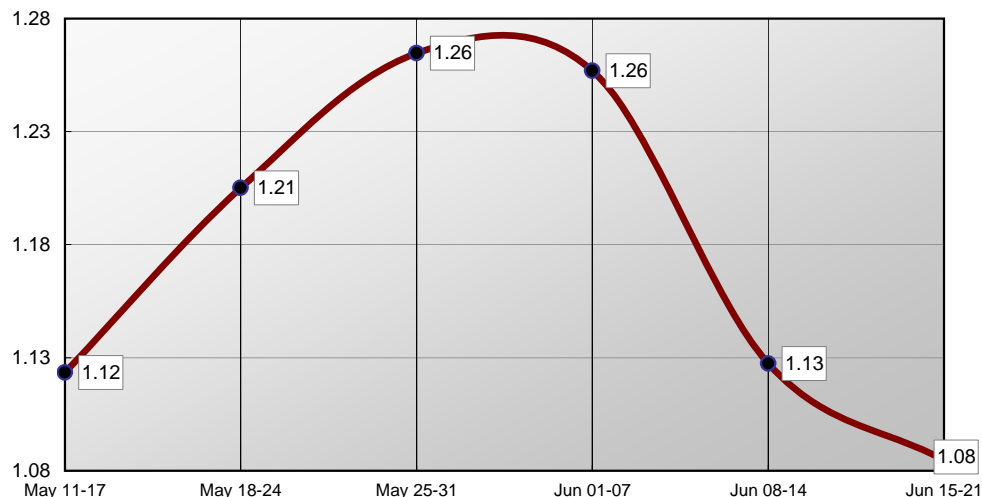
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg activity, although slightly higher than the same week a year ago, is lower than last week. Grade A or better Large white egg price to consumers continues downward. The special rate dropped dramatically as "buy 1, get 1 free" and "free eggs w/purchase" are limited this cycle. The Northeast region regained top spot with over 51% of sampled stores with shell egg promotions. Specialty shell egg ads declined sharply compared to the previous week's activity. Omega-3 large brown are highly promoted this cycle. Notably, Omega-3 extra large eggs are showing up more. Egg products ads increased significantly over last week, clearly outpacing regular shell egg by a wide margin. 14-16 oz. cartons commanded 99% of ad space and once again dominated this sector.

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		51.7% of 3,800 sampled outlets						5.2% of 4,700 sampled outlets						21.7% of 2,900 sampled outlets					
2/ Activity Index		Activity Index = 2,160 (includes Medium)						Activity Index = 260 (includes Medium)						Activity Index = 650 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.19	10	1.19				0.99	30	0.99						
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.00	270	1.00				0.79 - 1.00	30	0.83				0.48 - 0.99	130	0.72
	White 18 pack				1.49 - 2.50	400	1.95				1.59	10	1.59				1.18	190	1.18
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				2.50 - 2.69	290	2.55				2.58	10	2.58	2.50					
	Brown 12 pack	2.50	120	2.50	2.28 - 2.50	900	2.37				2.28	70	2.28						
	CAGE-FREE																		
	White 12 pack																1.99	10	1.99
	Brown 12 pack				2.50 - 3.19	170	2.69				2.50 - 2.99	110	2.97				2.50	120	2.50
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		8.3% of 2,700 sampled outlets						38.2% of 1,900 sampled outlets						46.4% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 230 (includes Medium)						Activity Index = 730 (includes Medium)						Activity Index = 480 (includes Medium)					
USDA GRADE AA	White 12 pack				1.20	10	1.20				1.20	180	1.20				0.99 - 1.50	170	1.34
	White 18 pack	1.99	10	1.99				1.99	140	1.99	1.99	80	1.99						
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack			1.00	10	1.00	White 12 pack			1.00	10	1.00
USDA GRADE A	White 12 pack				0.69 - 0.79	60	0.71												
	White 18 pack				1.18	40	1.18												
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.99	50	2.99										2.99	210	2.99
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				1.79	10	1.79												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				1.99	30	1.99										1.99	90	1.99
	Brown 12 pack				2.50	20	2.50				1.50 - 2.99	320	2.95						

Note: See page 1 for explanatory notes.

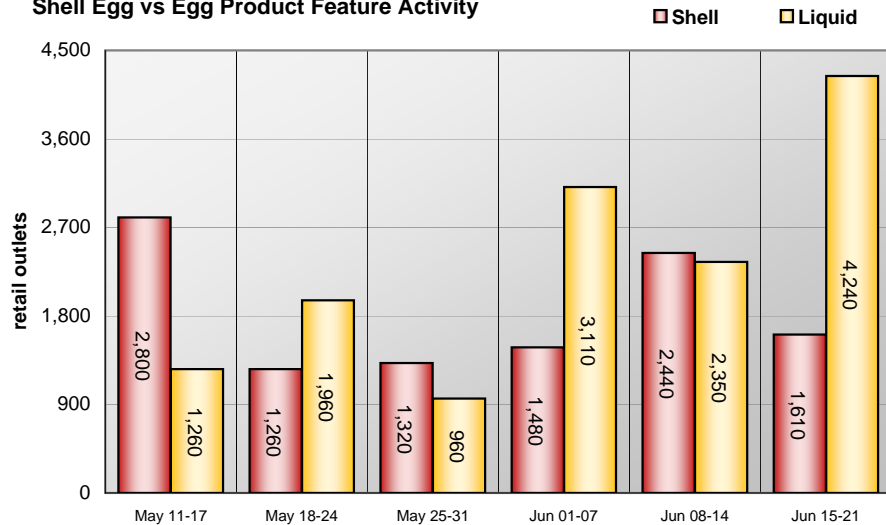


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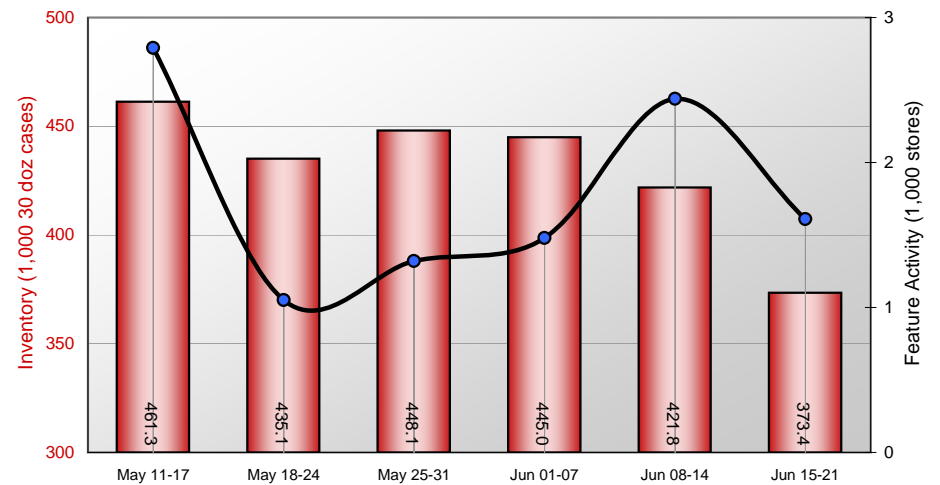
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EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	24.9%	12.4%	39.0% of 3,800 sampled	6.5% of 4,700 sampled	20.6% of 2,900 sampled	21.3% of 2,700 sampled	51.6% of 1,900 sampled	29.9% of 1,000 sampled
2/ Activity Index	4,240	2,350	Activity Index = 1,370	Activity Index = 310	Activity Index = 700	Activity Index = 590	Activity Index = 970	Activity Index = 300
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. carton	4,200 2.51	2,050 2.52	1.50 - 2.99 1,370 2.30	1.50 - 2.79 310 1.90	2.44 - 2.99 680 2.71	2.39 - 2.79 590 2.59	1.99 - 2.99 950 2.74	2.79 300 2.79
32 oz. carton		190 3.41						
3 - 4 oz. cups	40 2.65	110 1.98			2.50 20 2.50		2.79 20 2.79	
2 - 8 oz. cups								

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.